



Roland Corporation Corporate Profile

WE DESIGN THE FUTURE



WE DESIGN THE FUTURE.

Inspire the Enjoyment of Creativity

Be the BEST rather than the BIGGEST

The Roland Family — Cooperative Enthusiasm

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Welcome

The Roland Group is engaged in two major categories of business: electronic musical instruments and computer-related peripherals centered on wide-format color printers.

Under our slogan “Inspire the Enjoyment of Creativity,” we are steadily expanding our business domain. As a group, our mission is to transform imagination into reality with innovative audio, video, and printing tools, and to allow our users to combine these platforms in creative ways.

In the 21st-century world, the emphasis on information and globalization is proceeding at a rapid pace, and we are faced with many environmental issues. Consumers on every continent have come to value quality over quantity. In this world, the areas of “creation” are becoming increasingly diversified and individualized. This makes our role much more critical than ever before.

Based on our extensive research and development, through which we have developed numerous “Japan’s-first” and “world’s-first” technologies and products, our global business organization strives to respond to these momentous changes in a flexible manner.

Through these efforts, we are committed to grow further as a company that embraces the culture of “creativity.” We will also remain diligently aware of our social responsibilities, and strive to do our BEST to be an organization that inspires “cooperative enthusiasm” among all of our stakeholders.



Hidekazu Tanaka, President

BRANDS AND BUSINESS DOMAIN

Advanced technologies and innovative ideas

Roland is founded on a rich history of world-leading music technology and award-winning products. The corporation has expanded its business domain with innovative multi-brand strategies.



Electronic Musical Instruments Business



Roland

A full-line brand that leads the music world with innovative technology

For decades, Roland has led the world with groundbreaking technologies and innovative products. Used by music enthusiasts and professional musicians, Roland synthesizers, electronic drums, and guitar amplifiers are essential "must haves" on stages and in studios worldwide. In addition, Roland's extensive line-up of digital pianos and electronic organs offers a variety of unique functions and sounds that delight enthusiasts in homes and music schools everywhere.



Synthesizer [Fantom-G8]



V-Drums and electronic percussion [TD-20KX SET]



Electronic organ [AT-900]



V-Guitar system [VG-99]



Amplifiers for instruments [JC-120]



V-Accordion [FR-7]



Dance/DJ equipment [SP-555]



Digital piano [RG-3]



Digital harpsichord [C-30]

BOSS

The best-selling brand of guitar effects in the world

Since the release of its first compact-effects pedal in 1977, BOSS has revolutionized the guitar world with innovative, history-making products, many of which have become best sellers and "must haves" for guitarists around the world. With a line-up that also includes advanced multi-effects and digital recorders for creating professional-quality productions, BOSS realizes the dreams of all guitarists, from beginners to pros.



Guitar effects Compact pedals/multi-effects [GT-10]



Multi-track recorder [BR-600]



Tuner and metronome [TU-12EX/DB-90]



Electronic Musical Instruments Business

cakewalk
by Roland

A respected, full-line brand of hardware and software for computer music

Cakewalk by Roland develops comprehensive solutions that bring hardware and software together with a progressive vision of the future of computer music. From music-production professionals to hobbyists, the brand's diverse line-up of products meets a broad range of needs. The brand is also known for its trusted service and support, its quick-response updates, and its progressive development of systems that optimally combine hardware and software.



Music-production system
[SONAR V-STUDIO 700]



Music-production software
[SONAR 8.5 PRODUCER]



Audio interface [UA-25EX]

EDIROL
by Roland

An innovative brand of video equipment and digital recorders

The EDIROL by Roland brand specializes in products that pursue new possibilities for video performance and expression based on advanced digital technology. Centered on video production/presentation equipment and video mixers/converters that support multiple formats, the brand also develops a range of peripherals such as portable audio recorders and digital mixers. EDIROL by Roland's wide line-up of products provides comprehensive support for video-content production.



Portable recorder
[R-09HR]



4-channel portable recorder
[R-44]



Digital audio mixer [M-16DX]



VJ/video-presentation
equipment
[P-10]



Video mixer
[V-8]

RSS
by Roland

Trusted system solutions for audio and video production

The RSS by Roland brand comprises high-quality PA systems for concerts and events, as well as audio and AV equipment for conferences, retail shops, and other public and commercial facilities. This range of products offers essential reliability and consistency for demanding commercial applications, and delivers supreme sound quality from a company that truly knows "sound." The RSS by Roland brand also encompasses "audio-visual system solutions" in combination with video equipment from EDIROL by Roland.



Commercial digital mixer
[V-Mixing System]



Commercial digital-audio
transmission equipment
[S-4000 series]



Commercial audio recorder
[AR-3000R]



Electronic Musical Instruments Business

Computer Peripherals Business

RODGERS

Brand of classic organs developed through the convergence of digital technology and tradition

Rodgers organs combine the tradition of a distinguished American brand of classic organs with Roland's advanced digital technology. This represents a marriage of sublime and rich tones with the exceptional expression, flexibility, and reliability that is only possible in the digital domain. The harmony created by these two partners has resulted in organs that are used in churches, synagogues, schools, hotels, and musical halls around the world, bringing joy to organists and audiences on every continent.



Trillium Masterpiece series [T968]



Allegiant [A778]



Classic organ [538W]

Roland

World's top brand of wide-format commercial color printers

Roland DG was established to expand into broader business areas where we can leverage the digital technologies we have accumulated in the area of electronic musical instruments. Our wide-format color printers are used to produce billboards and outdoor ads, and our 3D modeling machines support creativity in manufacturing, representing the brand's two areas of operation: "Color" and "3D." We provide solutions that turn your imagination into reality through digital technology.



UV inkjet printer [VersaUV LEC-330]



3D modeling machine [MDX-40A]



Engraving machine [EGX-360]

Transforming imagination into reality with innovative technology

Electronic Musical Instruments Business



Computer Peripherals Business

Better Life with Music



Bringing more music into our lives

Roland's proposal, "Better Life with Music," is based on the idea of improving our quality of life by enjoying music, and through the playing of musical instruments with family and friends. One of the benefits of compact electronic musical instruments with volume control is that you can enjoy playing anywhere. We have taken this idea a step further with recent innovations such as V-Drums Lite HD-1, a compact and quiet electronic drum kit, the RG-1 mini-grand-type digital piano, and the C-30 digital harpsichord. These popular instruments give people the chance to enjoy a broad range of live music and entertainment

in their homes. Bring your friends together and transform your living room into a studio or concert hall, and you can use the CD-2e SD/CD recorder to create an original CD on the spot. Additionally, the lightweight and battery-operated JUNO-Di synthesizer will expand your musical universe from any location. "Better Life with Music" is Roland's vision, as we nurture a new musical culture and market with our broad range of hardware and software products, including musical instruments, lesson opportunities, learning material, and performance data.

A passion for “world’s-first” technologies and musical instruments

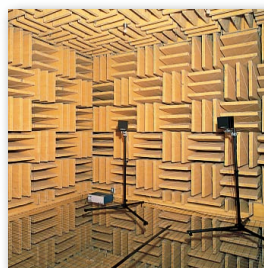
Ever since our founding in 1972, Roland has pursued “sounds” that have opened the musical doors to the future. We have always conducted our R&D for musical instruments from a new perspective, and have developed numerous original, world’s-first technologies and innovative products based on our pride as a manufacturer of musical instruments. Our unwavering passion and commitment to perfection has been the driving force of our growth, and have maintained our solid position as a world leader.

The latest research facilities realize the dreams of tomorrow

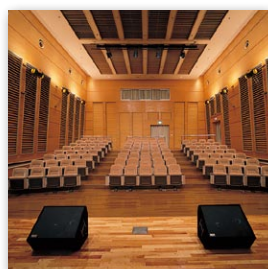
Numerous Roland products are being developed based on forward-thinking technologies that are created in house. In the field of technological development, which forms the basis of these products, Roland has continued to develop original technologies that have become world standards. Currently, Roland’s R&D efforts are centered around its Hamamatsu R&D Center, which is a core facility for technologies used in electronic musical instruments. The center houses recording studios, listening rooms, an audio reference hall, and a sound lab where our development team can meticulously test products. The development of technologies is supported by high-end facilities that rival those found at professional studios as well as first-class facilities that one would only expect to find in concert halls. The technologies that are developed here become the basis of development of new products. Additionally, we combine the unique music technologies that we have developed with our many video solutions.



Hamamatsu R&D Center



Anechoic Chamber



Sound Lab



Audio Reference Hall

The Producer system and Realtime 301 project reinforce our ability to meet market needs

We employ the “Producer System”, which is designed to develop popular products that meet market needs. A designated producer creates teams of highly qualified individuals, and leverages company resources to drive the development, marketing, and sales efforts. We have established an organizational system whereby processes ranging from material purchases to production are conducted at factories in Japan and overseas that have been deemed optimal for the production process. Also, we have been promoting a pan-corporate system called the “301 Project” since 1994. The aim of this project is to develop products that will rank “No. 1” in their respective categories and improve their market value by 30%. We gather real-time information through group companies around the world to gain a clear understanding of the markets. Additionally, the “Realtime 301 Project” — in which we aim to develop products from the perspective of users, and the synergy created with the “Producer System” — is producing concrete results.

REALTIME 301 PROJECT



Lake Hamana Studio



Producer meeting

“Japan’s-first” and “world’s-first” technologies

Two years after our founding, Roland brought Japan’s first synthesizer to the global market, the SH-1000. Since then, numerous Roland products and technologies have earned “Japan’s-first” and “world’s-first” titles. Roland’s acclaimed “COSM” sound-modeling technology, for example, creates new sounds through a virtual reproduction of the structure and material used in an actual instrument. “SuperNATURAL” is another breakthrough technology that reproduces variations in tone that are intrinsic to real instruments, and are true to the players technique, nuance, and emotion. Additionally, our “VariPhrase” technology lets musicians manipulate sounds by providing control over the three main elements that make up a tone: pitch, time, and formant. This technology brought about a huge shift in the way people view synthesizers and samplers.

We have developed numerous other technologies such as “REAC” for digitally transmitting high-quality audio over Ethernet, and “V-LINK”, which allows users to control music and video simultaneously on a musical instrument. These world’s-first technologies form the basis of the many innovative products released by Roland.

COSM

COSM (Composite Object Sound Modeling) technology digitally reproduces the structure of a musical instrument. This allows musicians to create performances that are extremely real in terms of tone and playing feel.

SuperNATURAL

SuperNATURAL is a revolutionary technology that gives electronic-musical instruments an organic “soul” that reacts to how the musician plays. SuperNATURAL provides unprecedented authenticity, expression, and natural beauty.

REAC

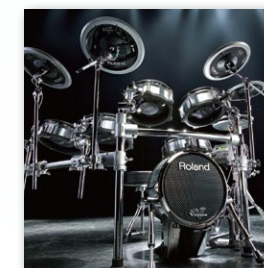
REAC (Roland Ethernet Audio Communication) is a technology for transmitting high-quality digital audio over the Ethernet. It’s an easy-to-use and low-cost network solution.

V-LINK

V-LINK syncs video with musical performances, such as switching video on the screen when a keyboard is played. This gives you the ability to execute real-time performances that have not been possible in the past.

Unique technologies and product development capabilities lead the electronic musical-instruments industry

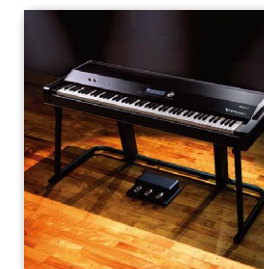
Driven by our unique core-competence technologies, Roland has developed numerous history-making products. Our V-Drums introduced a bold new era in drumming with their incredibly authentic sound, natural expression, and flexible and intuitive editing controls. Our V-Synth broke new ground in synthesis, outclassing all others in terms of sound creation and performance control. It continues to be received enthusiastically by top musicians around the world. And most recently, the revolutionary V-Piano exponentially raised the bar for digital pianos with its proprietary DSP engine that meticulously reproduces the sound-generating components of acoustic pianos. It is on the verge of changing the course of piano history. New music and new instruments go hand in hand, and Roland continues to design the future of music through its creative product development.



V-Drums



V-Synth



V-Piano

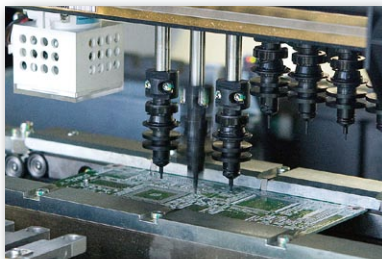


V-Accordion

Roland products are born from a unique production process

Roland aims to achieve high performance, high quality, and environmental friendliness in our production processes. Our production system, which is based on our unique technological capability, ensures excellent production efficiency and quality. Production technologies and know-how accumulated at our mother factory in Japan are transferred to factories overseas to establish production systems that meet the needs of each market. As a result, all Roland factories around the world produce products with the same "Roland Standard" level of quality.

1. Circuit-board production



From the design of custom chips and circuit boards to assembly, all aspects of the production of circuit boards, which constitute the brain of electronic musical instruments, are carried out in-house. Our circuit board assembly process uses lead-free solder. A mounter automatically mounts over 1,000 parts – ranging from the very small to the oddly shaped – to circuit boards that are printed on a cream-solder printer. In addition to stringent checks performed by automatic inspection systems at each process step, completed boards are subjected to environment tests in which electrical inspections are performed on boards exposed to high temperature conditions. The boards are also put through an X-ray CT analysis.

2. Keyboard production



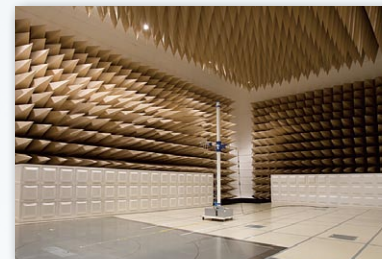
The assembly of keyboards – the interface that performers come into direct contact with – is very difficult to automate. This is because keyboards must provide the right feel and response. Roland's keyboard assembly line incorporates a robotic production system, R.I.K.A. (Roland Integrated Keyboard Assembly), which is unique in the industry. This automated process faithfully reproduces the skills and sensitivities of seasoned workers, and achieves a considerable improvement in production efficiency. For its quality improvements and labor savings, this system has been praised by third parties and was awarded the 2007 Nikkei "Monozukuri" Award sponsored by the Nikkei Newspaper.

3. Product assembly



We employ methods such as cell production and conveyor-line production based on which method is optimal for each product. Cell production is a method of assembly where all processes from start to finish are completed by a single individual or a group of several individuals. The cell production method allows us to support a diverse range of needs and product variations efficiently. R.I.T.H.M. (Roland IT based High-end MONOZUKURI System), Roland's unique production method, allows further improvements in assembly quality. This is an IT-based production and inspection system that realizes further improvements in quality, efficiency, and added value.

4. Quality control



We conduct a broad range of quality inspections using a variety of inspection equipment during production as well as after the products are finished. In addition to basic verifications for their operations, Roland products must undergo stringent durability tests before they are shipped, ensuring that they are able to withstand electromagnetic waves, vibrations, and temperature variations. With keyboard instruments such as pianos, for example, qualified staff members check the keyboard touch. During final inspections, each key is played in an anechoic chamber to ensure that the highest quality level is reached. These inspections, which involve actual human interaction, are indispensable. The Roland Standard is a product of this extensive quality control process.

We actively promote environmental conservation activities

In addition to being certified for ISO14001, an international standard for environmental management systems, the entire Roland group has taken up the environmental cause under the slogan, "Striving for harmony with the beautiful Earth." Specifically, we are actively engaged in environmental measures for the components that go into our products and our production processes. We have switched to parts that do not contain substances restricted in the European Union's RoHS (Restriction of Hazardous Substances) directive. This applies to all of our products regardless of market country. Our printed circuit boards are all assembled using lead-free solder, and we have installed a solar-power generating system at our corporate headquarters to reduce our CO₂ emissions.



Environmental Declaration

Before human beings appeared,
this world was filled
with a great variety of sounds —
the whisper of the wind, the roar of the sea,
the beat of the land. There, humanity sang,
and made beautiful music.
Roland continues its ceaseless quest for
a rich natural environment where people can
enjoy music long into the future.



Solar-Power Generation System

Tree-planting project in Indonesia

The wood used to make our digital-piano cabinets is imported from Indonesia. In 2008, Roland designated a 100-hectare area for tree planting, where the company has been planting trees for environmental purposes. The area contains a mixture of protected forest and trees designated for digital-piano-cabinet production. This forestation project is expected to offset approximately 10,000 tons of CO₂ over a period of 20 years.



Headquarters



Miyakoda Factory



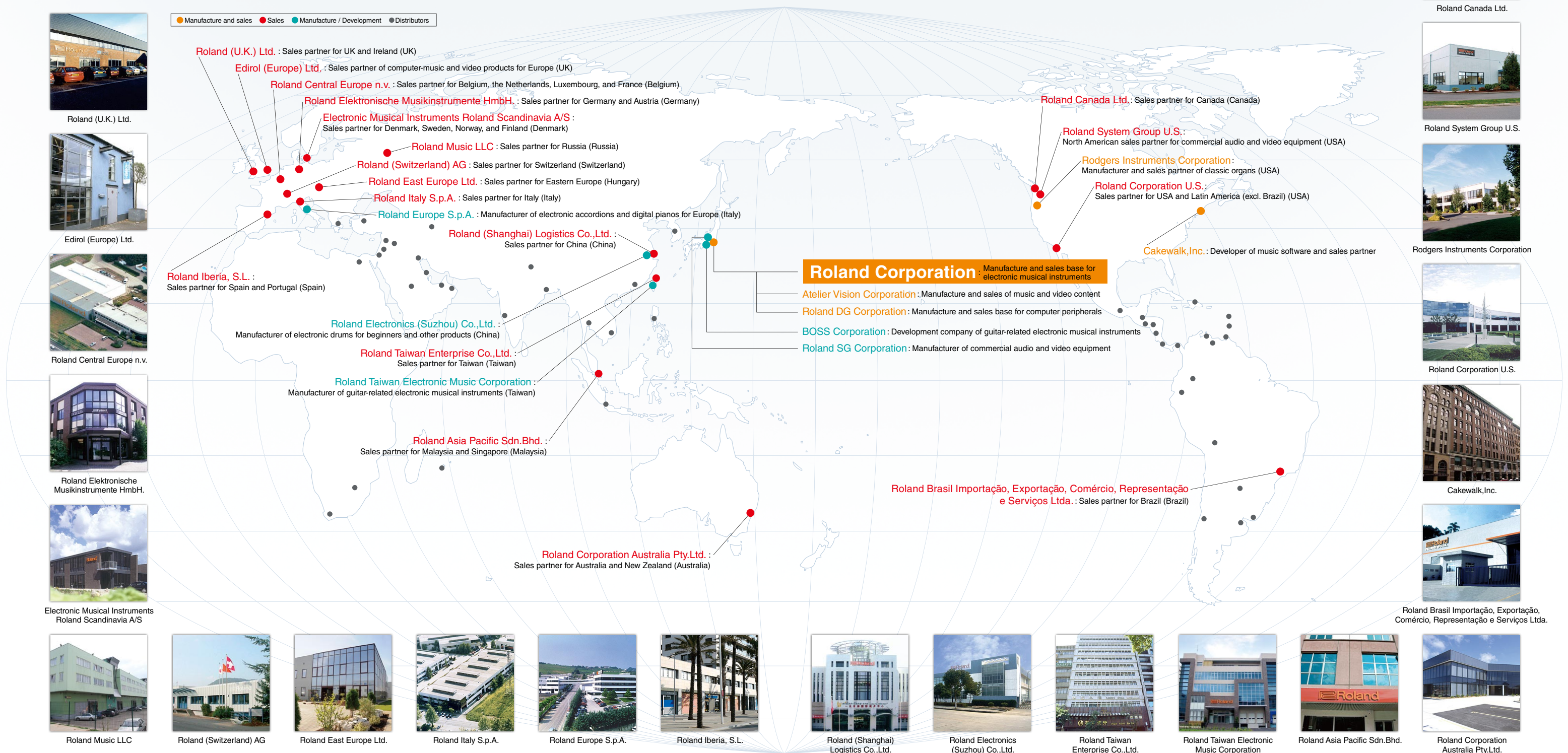
Isaji Factory



Matsumoto Factory

The Roland network spans the planet

Since its founding, Roland has always had the world in sight. We have established a solid sales network centered on our group of companies that spans the global market. Based on the spirit of partnership, our headquarters and overseas joint-venture partners are managed by local managers who are well-versed in the cultural and economic conditions of their countries. At the same time, our overseas manufacturing companies support our group through production operations that leverage the characteristics of each locale, based on a foundation of Roland technology and ideology.



Spreading the joy and excitement of music

Roland releases significant new products each year, consistently making headlines at the world's largest trade shows. We conduct new-product announcements for our resellers and users in various countries, and we also work toward invigorating the market through events that we organize in different regions. We also conduct sales activities to spread the excitement of music and video, such as the "Planet" and "Roland Foresta" programs. And after our products are purchased, our acclaimed support teams ensure that customers are able to operate their Roland products efficiently and with peace of mind.

Exciting new-product announcements at international tradeshows

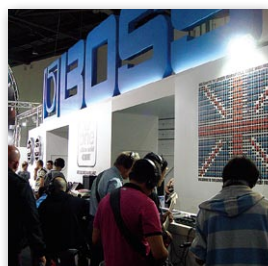
As a company that has always had the world in sight since its founding, Roland makes a grand impact at the world's two largest annual trade shows: the NAMM Show in the US and Frankfurt Musikmesse in Germany. Both shows offer a high-profile global stage for introducing new products. At these major events, where musical-instrument manufacturers from around the world exhibit their wares, Roland is famous for its significant new-product announcements each year, and has become a magnet for musical instrument resellers, music industry media, and professional musicians. We also exhibit our professional audio- and video-related equipment at the NAB show (National Association of Broadcasters). We make use of a variety of opportunities to communicate the enjoyment of Roland products to the world.



NAMM Show



Frankfurt Musikmesse



London International Music Show



NAB Show

Invigorating the music-instrument market

We actively carry out market-specific activities to promote our new products. In addition to holding new-product announcements around the world on an ongoing basis, we also hold exhibits of Roland's entire product line timed with the launch of new products. These events, which are held in different regions around the world, give users the opportunity to actually play the instruments and enjoy performances by professional musicians. Musicians and music-instrument fans enthusiastically look forward to these events. The Roland booth at the Musical Instrument Fair, which is organized by an industry organization, is always popular among amateur musicians and families. We also hold "masterpiece" contests for creators of computer music, and a "Video Festival" for video works. Information on new products and events are posted on the Roland website and sent directly to users via the "Roland Music Navi" web magazine.



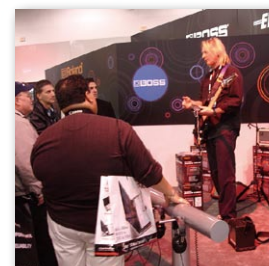
"Gakki Fair" in Japan



User event in the USA



"Sound Spark" user event in Japan



New-product promotion in the USA

New and innovative ideas for retailers and customers

In 2001, the Roland "Planet" program was launched in the UK to give our customers a place to experience Roland digital musical instruments. This sales-floor program was implemented at partner resellers as well, giving visitors the latest information on Roland products directly. The "Planet" program in Japan was launched in 2004. Customers can try out V-Drums, keyboards, and music-production equipment in an ideal environment. Knowledgeable staff members provide suggestions and advice, and offer after-sale support. While the "Planet" program was designed for major urban centers, we launched "Planet X" in 2008 as a way to flexibly implement the program in many other locations around the country. In 2006, we launched "Roland Foresta" a similar program centered on digital pianos for the home market. The sales floor is designed for customers to view, touch, and play the pianos in a high-grade area modeled after a comfortable living room. These programs have been very popular among our resellers. We will continue to implement these and other ideas for sales floors in Japan and other countries.



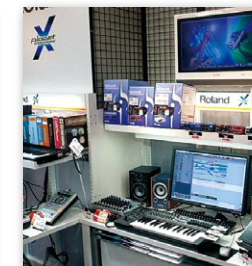
Planet in-store display



Planet X in-store display

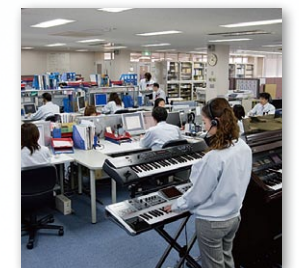


Roland Foresta in-store display



Roland support provides peace of mind for customers

From pre-sales consulting to post-sales troubleshooting, Roland's global customer service provide peace of mind for customers. In addition to support provided by our call centers, we also provide email support, as well as a broad range of information, FAQs, and manual downloads on our website.



Customer support center in Japan



Customer support center in the USA

MUSIC EDUCATION

In addition to developing advanced electronic musical instruments, we have been actively engaged in music education for over 20 years. Our vision is to spread the excitement and possibilities of music to as many people as possible. Our aim is to pursue innovative methods of music education that honor tradition. We endeavor to communicate the “joy of expression” through programs that educate and inspire.

Creating innovative music programs with electronic musical instruments

The Roland RMS Music School is a progressive music-education facility in Japan that's operated by Roland based on its perspectives as a manufacturer of electronic musical instruments. Our goal is to nurture a broad range of musical knowledge and performance skill in a balanced manner. Our original curriculum draws from traditional methods of music education while also incorporating original textbooks that contain pieces from a broad range of musical genres. From parents who want to give their children a well-rounded music foundation to adults who have always wanted to play their favorite songs, the schools serve students of all age ranges and musical genres. As such, we provide high-quality lessons that take into account the students' goals as well as their diverse lifestyles.



Piano lesson



V-Drum lesson

Presenting results in nationwide contests

Roland provides a wide range of courses that incorporate electronic instruments, including lessons for piano, organ, computer music, and electronic drums. Students are able to familiarize themselves with a variety of instrument tones, and experience playing in an ensemble with music-data files. This affords beginners the comfort of progressing at their own pace. Students can present the fruits of their work at recitals or at nationwide contests that we sponsor, such as the RMS Fantastic Piano Contest and RMS Organ Music Festival. In addition, we implement an audition program so students can gauge how far they have progressed. We also provide seminars and lessons that have been adapted to the “Associated Board of the Royal Schools of Music.” It is the most prominent musical test in the world, with a history of over 100 years.



RMS Fantastic Piano Contest



RMS Organ Music Festival

Roland Foundation

The development of electronic musical instruments and new musical instruments based on electronic technologies has dramatically influenced art and culture.

The Roland Foundation was established in 1994 to contribute to the advancement and promotion of the culture of music. The foundation is engaged in a broad range of businesses to advance and popularize art forms that employ electronic technology, including concerts, training programs, grants, and international exchange.

Advancing arts and culture based on electronic technology

The Roland Foundation was established to pioneer new domains of art, and contribute to culture through the use of electronic technology. One of the primary tasks of our foundation is to hold various events such as lectures to promote international exchange, to provide education, and to offer grants for eligible causes. The “Roland Organ Festival” invites prominent performers from Japan and around the world, and showcases the wonder of organ music. In 2004, the foundation expanded its scope of activities when it became the Japanese representative office of the Associated Board of the Royal Schools of Music. In 2007, the Foundation launched the “Hamamatsu Electronics Arts Award” as a program to recognize individuals who are pioneers in the performance or production of electronic musical instruments, as well as those who have contributed to the establishment of electronic music. These are some of the activities in which we are engaged to promote electronic music.



Roland Organ Festival



Hamamatsu Electronics Arts Award

Concerts, musician training, and grants

The Roland Foundation proudly provides opportunities for music students to receive training. Our events include the “New Style Concert,” featuring performances and conversations with renowned composers, plus seminars and concerts by professional musicians, and lectures at music universities presented by Roland Foundation Chairman Ikutaro Kakehashi. The Roland Foundation also provides public grants to promote the use of electronic music instruments; these grants are offered to select musicians and electronic-music departments at universities and high schools as well as to music organizations and medical institutions.

In addition to nurturing younger students, the Roland Foundation offers musical inspiration to elders by hosting concerts at senior homes and hospitals. Through these events, we invite the audience to sing along and touch the instruments, bringing the joy of music directly to their hands and into their hearts.



New Style Concert



Concert at a shopping center

Designing the future of music

Over seventy years have passed since the first electronic musical instrument was created. Roland's founder Ikutaro Kakehashi has been deeply involved in the development of electronic musical instruments, and has played a key role in its history. At age 28, Kakehashi decided that he would devote his life to working for music, and he has unwaveringly pursued the ideal electronic musical instrument ever since. From the onset, Kakehashi's vision for product development and market cultivation has always been global, and free of borders. Throughout its history, Roland has created many award-winning instruments, and has pioneered new musical technologies and forged new markets. By concentrating these development efforts, Roland and its companion brands have become undisputed world powers in electronic music and technology. Kakehashi currently plays a support role for the company as Special Consultant based on his decades of experience and the vast network of people and resources he has built since the company's founding. He also contributes to society as the Chairman of the Roland Foundation.



Ikutaro Kakehashi, Founder

Product History

1972 TR-33/TR-55/TR-77
Rhythm machines

The first Roland-branded products



1973 SH-1000
Synthesizer

Roland's first synthesizer



EP-10
Electronic piano

Roland's first all-electronic oscillation-based combo piano



1974 EP-30
Electronic piano

The world's first electronic piano with touch-sensitive keyboard



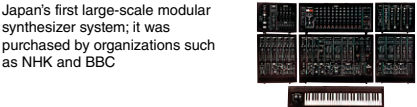
1975 JC-Series
Rhythm machine

These guitar amps were equipped with stereo chorus effects, and are still used by guitarists around the world



1976 SYSTEM-700
Modular synthesizer system

Japan's first large-scale modular synthesizer system; it was purchased by organizations such as NHK and BBC



CE-1
Chorus ensemble

The first BOSS-branded effect processor



1977 GR-500
Guitar synthesizer

The world's first guitar synthesizer



MC-8
Micro composer

The first microprocessor-based micro composer, and a history-making component of the sequenced-music genre



OD-1/SP-1/PH-1
Compact effects

Three models were released as the first in a series of BOSS compact effects



1978 CR-68/CR-78
Rhythm machine

The world's first microprocessor-based rhythm machines



1980 TR-808
Rhythm machine

This programmable rhythm machine allowed musicians to program an entire song, and achieved legendary status around the world



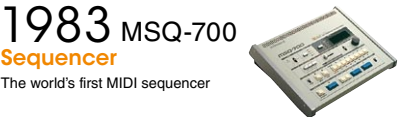
1981 JUPITER-8
Synthesizer

A polyphonic-synthesizer masterpiece



1983 MSQ-700
Sequencer

The world's first MIDI sequencer



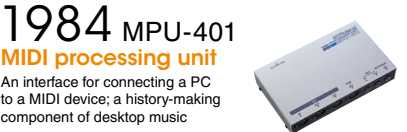
JX-3P
Synthesizer

Roland's first synthesizer with MIDI support (along with the JUPITER-6)



1984 MPU-401
MIDI processing unit

An interface for connecting a PC to a MIDI device; a history-making component of desktop music



1985 a-DRUM
Digital drums

First electronic drum set



1986 RD-1000
Digital piano

The world's first piano based on digital synthesis; it paved the way for Roland's history-making digital-piano family



1987 D-50
Full digital linear synthesizer

Roland's first full-digital synthesizer; it became a worldwide sensation for its ease of use and stunning sound



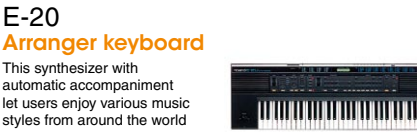
1988 Musi-Kun
Desktop music system

Roland's proposal was to "enjoy music on the PC" as a new type of hobby; it created a new market coined "desktop music" (DTM)



E-20
Arranger keyboard

This synthesizer with automatic accompaniment let users enjoy various music styles from around the world



'72 '73 '74 '75 '76 '77 '78 '79 '80 '81 '82 '83 '84 '85 '86 '87 '88 '89

Company History

Headquarters	● Established in Osaka with a capital stock of 33-million yen	● Listed in the 2nd section of the Osaka Stock Exchange. Capital stock reaches 7.6-billion yen
Domestic business offices	● MEG Electronics Corporation [presently BOSS Corporation], a manufacturer of effects, is established in Osaka ● The Hamamatsu factory is completed ● Sales offices open in Tokyo and Osaka	● Fuji Roland Corporation [presently Roland SG Corporation] is established in Matsumoto ● AMDEK Corporation [presently Roland DG Corporation], a company dealing with effects kits and computer peripherals, is established in Osaka ● Roland DG headquarters is moved to Hamamatsu ● The Hosoe factory [present headquarters] is completed
Overseas business offices	● Sales office opens in Nagoya ● Sales partner is established in Australia	● Sales offices open in Hiroshima and Sendai ● Sales office opens in Fukuoka ● Sales office opens in Yokohama ● Sales partners are established in Germany, the UK, Switzerland, Denmark and Canada ● Sales partner is established in Belgium ● Representative office is opened in Rotterdam, Holland as a base for expansion in the European market ● Makes capital investment in Italian production company ● Production company is established in Taiwan ● Classic-organ production company is set up in the USA ● Sales partner is established in Italy
R&D	● Product Leader System is launched as an integrated system from development to production	● Contributes significantly to the birth of MIDI*, a global standard for electronic musical instruments *Musical Instruments Digital Interface
Production quality		
Sales activities	● First participation at the Gakki Fair in Japan ● First participation at the NAMM Show in the USA	● Holds the "First Synthesizer Tape Contest" for multi-track recordings of synthesizers ● First participation at the Frankfurt Musikmesse ● Participates in international exposition "Science Expo Tsukuba '85" Techno Cosmos pavilion ● Sponsors the first New Age Contest of amateur bands nationwide and the "Exploring the Future of Music" concert
Music education		● Opens the Roland Music School in Umeda, Osaka ● Opens the Roland Music School in Shibuya, Tokyo ● Advocates "ism" as a new way of music education with electronic musical instruments
Other		



In front of the headquarters factory at founding



Headquarters factory at founding



Sales partner is established in Australia



Takaoka factory



Tsukuba Expo



Hosoe factory (current headquarters)



"Exploring the Future of Music" concert



Listed in the second section of the Osaka Stock Exchange

1990

RSS

Roland Sound Space

This groundbreaking system created a 3D sound space on a regular stereo device; frequently used in music and video production

HP-3700

Digital piano

A trendsetting model of the HP series, equipped with advanced SA sound generator and newly-styled furniture-like cabinet

1991

JV-80

Synthesizer

Synthesizer with expandable sound generator

SC-55

Sound Canvas

The first unit to use the GS format*, this product became a huge hit for its high-quality tones and compact design

*GS: A specification shared among Roland products that standardizes sounds and controls via MIDI

1994

Video-kun

Desktop video

Roland's first video-related product allowed users to perform sophisticated video editing on their PCs

Music ATELIER

AT-70/50

Roland Organ

Music ATELIER

Roland's first series of home organs

1995

VG-8

V-Guitar system

The world's first modeling guitar that let guitarists create a wide variety of tones on a single guitar

1996

VS-880

Digital studio workstation

A revolutionary product that provided pro-quality recording and CD production; this became a global sensation from the moment it was released

MC-303

Groove box

This was Roland's first entry into the club and DJ scene; it became a new hit in the world of dance music

1997

V-Drums

Digital drums

Equipped with mesh heads and COSM technology, these drums were internationally praised for their natural feel, tone, expression, and ease of use

2000

VP-9000

VariPhrase Processor

The first unit equipped with "VariPhrase," a groundbreaking technology for independently controlling the three elements of sound in real time

2001

DV-7

Digital video workstation

Designed specially for video editing, the system let users achieve high-quality video production

2002

V-Bass

V-Bass system

The world's first modeling bass that let bassists create a wide variety of tones on a single bass

2003

v-Synth

Synthesizer

Equipped with an advanced VariPhrase and COSM engine, this synthesizer was capable of creating completely new sounds

2004

Fantom-X

Synthesizer

World's first workstation synthesizer with color LCD

V-Accordion

Digital accordion

World's first electronic accordion equipped with a modeling sound generator

2005

CG-8

Visual synthesizer

This unit allowed users to create a variety of videos and visual effects in an instant and present them in real-time

2006

R-09

Portable recorder

This product created a new market for linear PCM recorders and became a worldwide hit

2007

V-Mixing System

Digital mixing system

With full digital processing based on Roland's proprietary REAC technology, this system provided both "comfort" and "high-quality" digital audio transfer for mixing at concerts and other events

2008

C-30

Digital harpsichord

This digital harpsichord encased in a beautiful cabinet delivers authentic tone infused with sophisticated control and expression — a brilliant rebirth of the harpsichord in the modern age

2009

SONAR V-STUDIO 700

Music-production system

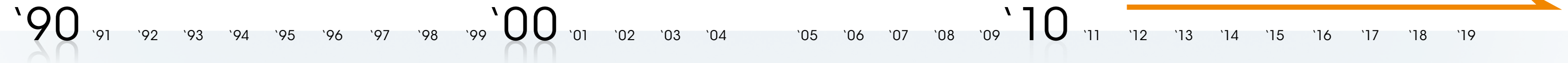
This music-production system combines Cakewalk's software-development capabilities and Roland's hardware technologies

V-Piano

Digital piano

Equipped with a new sound generator that digitally reproduces the sound-generating elements of a piano, this revolutionary digital piano expands the possibilities of piano sound and performance

WE DESIGN THE FUTURE



Headquarters	● First issuing of unsecured convertible bonds (amount issued: 5-billion yen) ● Headquarters is moved to Dojima, Kita-ku, Osaka ● A new slogan is designated to commemorate the 20th anniversary of the company's founding ● Listed in the second section of the Tokyo Stock Exchange ● Listed in the first sections of the Tokyo Stock Exchange and Osaka Stock Exchange ● Headquarters is moved to Hosoe-cho, Hamamatsu (presently Hosoe-cho, Kita-ku, Hamamatsu)
Domestic business offices	● Roland DG Corporation is listed in the second section of the Tokyo Stock Exchange ● Roland DG Corporation is listed in the first section of the Tokyo Stock Exchange ● Atelier Vision Corporation is established ● Distribution center is completed ● Miyakoda Testing Center is completed ● Miyakoda (Hamamatsu) factory is completed ● Hamamatsu R&D Center is completed ● Hamamatsu R&D Center is expanded ● "Roland Museum" is completed at the Hamamatsu R&D Center ● Roland DG's new factory is completed ● Roland DG's Miyakoda office is expanded
Overseas business offices	● Sales partner is established in Spain ● Sales partner is established in Hungary ● Sales partner is established in Brazil ● Sales partner is established in Taiwan ● Sales partner is established in France ● Sales partner is established in Portugal ● Sales partner for computer music-related products is established in the UK ● Production company is established in China ● Distribution company is established in China ● Sales partners in Europe ● Sales partners in Spain ● Sales partner is established in Malaysia ● Sales partner is established in the USA ● Acquires additional shares in a US music-production software-development company; the company becomes a part of the Roland group ● Sales partner is established in China ● Sales partner is established in Russia
R&D	● Producer System is launched as a unique system for product development ● 301 Project is launched ● Realtime 301 Project is launched ● V-LINK standard is proposed for connecting electronic musical instruments and video equipment, and is released to the industry free of charge
Production quality	● Becomes the first musical instrument manufacturer in Japan to be certified for ISO9002, an international standard for quality assurance ● Is certified for ISO14001, an international standard on environmental management ● Tree planting begins in Indonesia
Sales activities	● Participates in the "International Garden and Greenery Exposition" (Osaka) as a member of the Tairinkai ● The Planet program is launched in the UK ● Nationwide implementation of the Planet program begins in Japan ● Nationwide implementation of the Roland Foresta program begins in Japan ● Nationwide implementation of the Planet X program begins in Japan
Music education	● Roland Music Studios Corporation launches music schools nationwide (presently Roland RMS Music School)
Other	● Kakehashi (presently Special Consultant) receives an Honorary Doctor of Music degree from the Berklee College of Music ● The Roland Foundation is established ● Kakehashi (presently Special Consultant) is inducted into Hollywood's Rockwalk ● Established "Hamamatsu Electronic Arts Award" by Roland Foundation ● Special Consultant Kakehashi receives an Honorary Professorship from the Central Conservatory of Music in China ● Special Consultant Kakehashi receives an Honorary Professorship from the University of Glamorgan, in the UK



At the Berklee College of Music



Headquarters at Dojima, Osaka (Roland occupied floors 5-7)



Miyakoda factory



Listed in the first sections of the Tokyo Stock Exchange and Osaka Stock Exchange



At Hollywood's Rockwalk



The Roland Museum



At the Central Conservatory of Music



V-LINK conference

